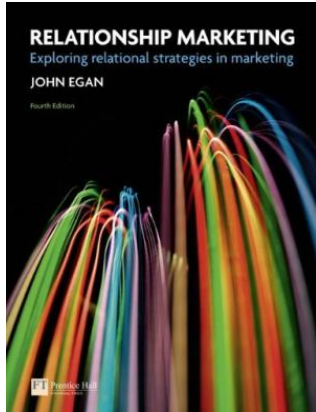


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## RELATIONSHIP MARKETING: EXPLORING RELATIONAL STRATEGIES IN MARKETING



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